

Message Text

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PAGE 01 STATE 014302

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FM SECSTATE WASHDC

TO AMEMBASSY VIENNA

UNCLAS STATE 014302

FOR MEL RIZZIE

FOLLOWING TEL SENT ACTION SECSTATE, USIA, USDOC FROM PRAGUE
JAN 15:

QUOTE UNCLAS PRAGUE 0103

STATE FOR EB/CBA; USIA FOR IEU - J. SADLIK; COMMERCE FOR BEWT

E.O. 11652: N/A

TAGS: BLIB, CZ

SUBJ: PROPOSAL FOR AN EMBASSY COMMERCIAL CENTER-ECONOMIC LIBRARY

SUMMARY: AMEMBASSY PRAGUE WOULD LIKE TO ESTABLISH A SMALL BUT ATTRACTIVE COMMERCIAL CENTER - ECONOMIC LIBRARY TO REPLACE ITS PRESENT INADEQUATE COMMERCIAL LIBRARY FACILITIES, DRAWING ON BOTH THE RESOURCES OF THE EMBASSY ECONOMIC/COMMERCIAL AND PRESS AND CULTURE SECTIONS. WHILE CZECH-U.S. COMMERCIAL RELATIONS ARE AT THEIR NADIR AT PRESENT, WE ANTICIPATE BETTER TIMES, AND WOULD LIKE TO PLAN CAREFULLY FOR CENTER THAT WILL SERVE THE INTERESTS OF THE AMERICAN AND CZECH COMMERCIAL-ECONOMIC-MANAGEMENT COMMUNITY IN THE YEARS AHEAD, AS WELL AS AUGMENT P&C'S ECONOMIC PROGRAMMING.
END SUMMARY.

1. NEED: BOTH STATE AND USIA HAVE A CONTINUING INTEREST IN IMPROVING EAST-WEST TRADE AND DISSEMINATING INFORMATION OF THE
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PAGE 02 STATE 014302

AMERICAN ECONOMIC SYSTEM. ALTHOUGH CZECH-U.S. ECONOMIC AND COMMERCIAL

RELATIONS HAVE PLUMMETED SINCE ENACTMENT OF TRADE ACT OF 1974, THE PROSPECTS FOR A MODEST UPTURN IN COMMERCIAL ACTIVITY OVER THE NEXT TWO YEARS IS LIKELY PROVIDED THERE IS MOVEMENT ON GOLD/CLAIMS QUESTION AND SOME RELAXATION OF PROVISIONS OF THE TRADE ACT AS THEY NOW APPLY TO CZECHOSLOVAKIA. THE ECONOMIC-COMMERCIAL AND P&C SECTIONS BELIEVE THAT A POSITIVE CONTRIBUTION TO IMPROVING THESE RELATIONS CAN COME THROUGH CREATING AN EMBASSY COMMERCIAL CENTER AND LIBRARY, DRAWING ON THE RESOURCES OF BOTH SECTIONS.

2. THE SETTING: WE HAVE ACCESSIBLE GROUND FLOOR SPACE IN WHICH IS NOW COMBINED THE EMBASSY COMMERCIAL LIBRARY, DESKS FOR TWO COMMERCIAL SECTION AND TWO P&C SECTION LOCALS, A SMALL AREA FOR VISITING BUSINESSMEN, P&C FILM AND DISTRIBUTION EQUIPMENT AND A WIRELESS FILE RECEIVER/TELEPRINTER. AS NOW ALLOCATED, THIS SPACE IS NOT FUNCTIONAL, IS UNATTRACTIVE, AND IS SATISFACTORY TO NO ONE.

3. PROPOSAL: WE WOULD LIKE TO RESTRUCTURE PRESENT SPACE TO CREATE A SMALL BUT ELEGANTLY DESIGNED AND OUTFITTED COMMERCIAL CENTER-ECONOMIC LIBRARY, INCLUDING: A) LIBRARY PROVIDING BASIC TEXTS AND CURRENT PERIODICALS ON AMERICAN ECONOMY, BUSINESS, AND MANAGEMENT, PLUS PRACTICAL COMMERCIAL REFERENCE MATERIAL OF USE TO VISITING AMERICAN BUSINESSMEN AND CZECHOSLOVAK GOVERNMENT AND INDUSTRY OFFICIALS DEALING WITH TRADE QUESTIONS. WE WOULD REQUIRE THE SERVICES OF THE USIS REGIONAL LIBRARIAN TO HELP US PLAN SUCH A COLLECTION. LIBRARIAN YETT ENDORSES THIS IDEA. B) A SMALL CONFERENCE AREA WHERE AMERICAN BUSINESSMEN MIGHT MAKE THEIR PRESENTATIONS AND WHERE P&C COULD HOUSE ITS VTR SET FOR TARGETTED SHOWINGS TO ABOUT 10 TO 12 PEOPLE. WE ENVISION AN EXPANDED USE OF VTR IN ECONOMIC-COMMERCIAL PROGRAMMING. CONFERENCE AREA CAN ALSO INCLUDE DISPLAY SPACE FOR POSTERS ON AMERICAN PRODUCTS AND ON THE AMERICAN ECONOMY IN GENERAL, AND BE USED FOR REGULAR P&C VTR SHOWINGS AS WELL. C) TELEPHONE AND TELEX FACILITIES THAT VISITING AMERICAN EXECUTIVES CAN USE WHILE IN PRAGUE. D) POSSIBLE RELOCATION OF PRESENT TELEX FACILITY AND CONSIDERATION IN LONG RUN OF ESTABLISHING COMPUTER TERMINAL PROVIDING ACCESS TO TRADE-RELATED DATA. E) RELOCATION OF P&C FILM, DISTRIBUTION, AND WIRELESS FILE SECTIONS, WHICH WE BELIEVE CAN BE ACCOMMODATED IN PRESENT SPACE, PERHAPS WITH SEPARATE ENTRANCE.

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PAGE 03 STATE 014302

4. STAFFING: BELIEVE EMBASSY'S TWO SKILLED COMMERCIAL LOCALS WOULD BE ADEQUATE TO STAFF CENTER AT PRESENT, WITH LOGISTICAL SUPPORT FROM P&C LIBRARY, WHICH POSES NO PROBLEM.

5. FUNDING: DOLLAR COSTS ARE ESSENTIALLY THOSE OF REFURBISHING PRESENT SPACE, INCLUDING COSTS OF RELOCATING EQUIPMENT AND TEMPORARY WALLS, PLUS ADDITION OF SUCH BOOKS AND PERIODICALS AS LIBRARIAN RECOMMENDS. EXACT FIGURE WILL REQUIRE ESTIMATE FROM SPACE

MANAGEMENT-INTERIOR DESIGN SPECIALIST.

6. RESUME: THIS PROPOSAL REPRESENTS MINI-VERSION OF AN OVERSEAS U.S. COMMERCIAL CENTER, TAILORED TO LOCAL NEEDS AND POSSIBILITIES. IT ALSO MEANS BREAKING OUT THE ECONOMIC AND COMMERCIAL SECTION OF THE P&C LIBRARY AND EXPANDING IT SLIGHTLY, AND BRINGING ITS ECONOMICALLY-RELATED MEDIA RESOURCES UNDER ONE ROOF. CONTROL OF LIBRARY RESOURCE, BOOKS, VTR, ETC., WOULD REMAIN IN P&C HANDS, WITH EVERYDAY OPERATION AND ADMINISTRATION OF CENTER'S COMMERCIAL FACILITIES UNDER E/COM SECTION.

7. ACTION REQUESTED: WILL DEPARTMENT AND USIA SUPPORT THIS COMBINING OF RESOURCES IN A COMMERCIAL CENTER - ECONOMIC LIBRARY? IF SO, WE REQUIRE: A) CONSULTATION WITH AGENCY SPACE MANAGEMENT-INTERIOR DESIGN PROFESSIONAL WHO CAN ADVISE US ON THIS PROBLEM, AND B) ASSISTANCE OF REGIONAL LIBRARIAN AND AGENCY TO GIVE US BASIC COMMERCIAL-ECONOMIC LIBRARY.

8. FOR COMMERCE (BEWT): EMBASSY WOULD APPRECIATE COMMERCE'S ASSESSMENT OF THIS PROPOSAL, INCLUDING SUGGESTIONS RE FUNDING, PUBLICATIONS TO BE INCLUDED IN LIBRARY, SERVICES, ETC. AT ONE TIME THERE WAS AN OFFICE IN COMMERCE CALLED INTERNATIONAL LIAISON AND TRADE OPPORTUNITY STAFF WHICH ASSISTED POSTS IN ESTABLISHING COMMERCIAL LIBRARIES, BUT WE ARE UNCLEAR AS TO WHETHER THAT OFFICE STILL EXISTS AND ITS PRESENT TITLE AND FUNCTION. 10 FAM, SECTION 917.2 APPEARS TO BE OUT-OF-DATE ON THIS SUBJECT IN THAT IT PLACES ABOVE OFFICE IN BDSA, AN ADMINISTRATION THAT HAS LONG SINCE PASSED FROM SCENE. COMMERCE VIEWS ON ANY ASPECT OF THIS PROPOSAL WILL BE GRATEFULLY RECEIVED. PERRY UNQUOTE SISCO

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